

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

Amendments to the Claims:

Please cancel claim 2, amend claims 1, 3-5, 7, 9-13 and 15 and add new claims 16-21 as follows. The following listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claim 1(Currently Amended). An advertisement distribution system which receives advertisement contents from ~~at least one~~ advertisement provider terminals through a communications network, and provides ~~at least one~~ advertisement user terminals with the received advertisement contents through the communications network, said system comprising:

a receiver which receives from the advertisement provider terminals through the communication network advertisement contents and associated advertisement provider information which is specified by content providers, the advertisement provider information including advertisement providing conditions for controlling provision of the associated advertisement contents;

an advertisement information storage unit which stores advertisement contents and associated advertisement provider

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

15 information received by the receiver from the at least one
~~advertisement provider in association with advertisement provider~~
~~information for controlling providing of an advertisement and~~
~~corresponding to the received advertisement contents;~~

an advertisement-user information storage unit which stores
20 identification data designating the advertisement user terminal
and associated advertisement usage information specified by
advertisement users, the advertisement usage information
including an advertisement specification condition, for
specifying a desired advertisement, of the ~~at least one~~
25 ~~advertisement user~~ users;

an advertisement provider information extraction unit which
extracts ~~advertisement contents corresponding to~~ from the
advertisement information storage unit, the advertisement
provider information which conforms to ~~in association with the~~
30 advertisement specification condition included in the stored
advertisement usage information associated with the
identification data;

an advertisement contents extracting unit which extracts the
advertisement contents associated with the advertisement provider
35 information extracted by the advertisement provider information

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

extraction unit, from the advertisement information storage unit;
and

a transmission unit which transmits the advertisement
contents extracted by said advertisement contents extraction unit
40 to the ~~at least one~~ advertisement user terminal designated by the
associated identification data having requested the advertisement
contents.

Claim 2 (Cancelled).

Claim 3 (Currently Amended). The advertisement distribution
system according to claim ~~2~~ 1, wherein said advertisement
contents extraction unit includes an advertisement selection unit
which selects, when more than a predetermined number of items of
5 advertisement provider information including the searched
advertisement providing condition are retrieved, a predetermined
number of items of advertisement provider information included in
the retrieved items of advertisement provider information.

Claim 4 (Currently Amended). The advertisement distribution
system ~~according to claim 3, wherein~~ which receives advertisement
contents from at least one advertisement provider through a

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

communications network, and provides at least one advertisement
5 user with the received advertisement contents through the
communication network, said system comprising:

an advertising information storage unit which stores
advertisement contents received from the at least one
advertisement provider in association with advertisement
10 provider information for controlling provision of an
advertisement and corresponding to the received advertisement
contents;

an advertisement-user information storage unit which stores
advertisement usage information for specifying a desired
15 advertisement of the at least one advertisement user;

an advertisement extraction unit which extracts
advertisement contents corresponding to advertisement provider
information in association with the stored advertisement usage
information; and

20 a transmission unit which transmits the advertisement
contents extracted by said advertisement extraction unit to the
at least one advertisement user having requested the
advertisement contents,

wherein the advertisement provider information includes an
25 advertisement providing condition which is to be specified by the

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

at least one advertisement provider for predetermined
advertisement contents;

30 the advertisement user information includes an advertisement
specification condition which is to be specified by the at least
one advertisement user;

the advertisement extraction unit searches an advertisement
providing condition conforming to the input advertisement
specification condition, and retrieves advertisement contents
corresponding to the advertisement provider information including
35 the searched advertisement providing condition;

said advertisement extraction unit includes an advertisement
selection unit which selects, when more than a predetermined
number of items of advertisement provider information including
the searched advertisement providing condition are retrieved, a
40 predetermined number of items of advertisement provider
information included in the retrieved items of advertisement
provider information; and

said advertisement selection unit generates, when more than
a predetermined number of items of the advertisement provider
45 information are retrieved, a predetermined number of random
numbers which corresponds to the number of the retrieved items of
advertisement provider information, and selects a predetermined

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

number of items of advertisement provider information
corresponding to the generated random numbers.

Claim 5 (Currently Amended). The advertisement distribution
system ~~according to claim 2, wherein~~ which receives advertisement
contents from at least one advertisement provider through a
communications network, and provides at least one advertisement
5 user with the received advertisement contents through the
communications network, said system comprising:

an advertisement information storage unit which stores
advertisement contents received from the at least one
advertisement provider in association with advertisement provider
10 information for controlling provision of an advertisement and
corresponding to the received advertisement contents;

an advertisement-user information storage unit which stores
advertisement usage information for specifying a desired
advertisement of the at least one advertisement user;

15 an advertisement extraction unit which extracts
advertisement contents corresponding to advertisement provider
information in association with the stored advertisement usage
information; and

a transmission unit which transmits the advertisement
20 contents extracted by said advertisement extraction unit to the

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

at least one advertisement user having requested the
advertisement contents,

25 wherein the advertisement provider information includes an
advertisement providing condition which is to be specified by the
at least one advertisement provider for predetermined
advertisement contents;

the advertisement user information includes an advertisement
specification condition which is to be specified by the at least
one advertisement user;

30 the advertisement extraction unit searches an advertisement
providing condition conforming to the input advertisement
specification condition, and retrieves advertisement contents
corresponding to the advertisement provider information including
the searched advertisement providing condition; and

35 said advertisement extraction unit includes a changing unit,
which changes an item parameter included in the advertisement
specification condition when a number of items of advertisement
provider information including the advertisement providing
condition does not reach a predetermined number, so as to search
40 the advertisement providing condition conforming to the changed
item parameter included in the advertisement specification
condition.

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

Claim 6 (Original). The advertisement distribution system according to claim 5, wherein said changing unit repeatedly changes a corresponding item parameter included in the advertisement specification condition, until the number of items
5 of advertisement provider information extracted by said advertisement extraction unit reaches the predetermined number.

Claim 7 (Currently Amended). A store terminal device which receives advertisement contents ~~to be sent by an advertisement provider from an advertisement server connected to said store terminal device~~ through a communications network, said store
5 terminal device comprising:

an advertisement content storage unit which receives a ~~predetermined number of advertisement contents, which are selected and transmitted in accordance with store attribute information of a store having sent the store attribute~~
10 ~~information from said advertisement server, and advertisement attribute information corresponding to the advertisement contents, and sequentially store stores~~ the received advertisement contents ~~and advertisement attribute information;~~
a transaction registration processor which registers sales
15 data for business transactions with a customer;

Appln. No. 09/811,724
Amendment dated December 30, 2004
Reply to Office Action of September 13, 2004

an advertisement content specification unit which specifies at least one advertisement content included in the ~~predetermined~~ number of advertisement contents stored in said advertisement content storage unit, when to use an advertisement;

20 a receipt issuing unit which issues a receipt on which the sales data registered by said transaction registration processor and advertisement contents specified by said advertisement content specification unit are printed;

~~an advertisement outputting unit which outputs the advertisement content specified by said advertisement content specification unit;~~

25 an advertisement-usage-context amount management unit which updates and retains advertisement usage amount data representing an amount of print of the respective advertisement contents,
30 every time the advertisement content is printed by said receipt issuing unit ~~output by said advertisement outputting unit,~~
~~advertisement usage context corresponding to the output advertisement content; and~~

35 a sending unit which sends the advertisement usage amount ~~context~~ retained by said advertisement-usage-context amount management unit to said advertisement server ~~at predetermined intervals.~~

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

Claim 8 (Original). The store terminal device according to claim 7, wherein said advertisement specification unit specifies the advertisement content stored in said advertisement content storage unit sequentially in storage order.

Claim 9 (Currently Amended). The store terminal device according to claim 7, wherein:

said advertisement content storage unit stores the advertisement contents and said advertisement attribute
5 information includes representing an advertisement providing condition for an advertisement content corresponding to the advertisement attribute information; and

said advertisement content specification unit specifies, when an advertisement specification condition is input by an
10 advertisement user, an advertisement content corresponding to the advertisement providing condition conforming to the input advertisement specification condition.

Claim 10 (Currently Amended). The store terminal device according to claim 7, wherein further comprising:

a said transaction registration processor which registers
and calculates sales data for each business transaction, at each
5 business transaction with a customer; and

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

10 ~~a~~ said receipt issuing unit which issues a receipt based on the calculation done by said transaction registration processor~~7~~ and ~~a printing unit which~~ prints the advertisement content output by said advertisement outputting unit together with the sales data on ~~a the~~ receipt to be issued by ~~said receipt issuing unit~~.

5 Claim 11 (Currently Amended). A method for receiving advertisement contents sent from form an advertisement provider using an advertisement provider terminal through a communications network, and sending the received advertisement contents to at least one advertisement user terminal from an advertisement server, said method comprising the steps of:

10 receiving, from the advertisement provider terminals through the communication network, advertisement contents and associated advertisement attribute information which is specified by the provider of the advertisement contents, the advertisement attribute information representing an advertisement providing condition for controlling provision of the associated advertisement contents;

15 ~~storing the advertisement content sent from the advertisement provider using the advertisement provider terminal and advertisement attribute information in association with each other~~ received in said receiving step;

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

storing advertisement user information sent ~~form~~ from the at
least one advertisement user using the ~~sent~~ advertisement
20 contents;

retrieving advertisement attribute information conforming to
the stored advertisement user information, and extracting
advertisement contents corresponding to the retrieved
advertisement attribute information;

25 sending the extracted advertisement contents to the at least
one advertisement user;

receiving predetermined advertisement contents sent from
said advertisement server to the at least one advertisement user
and advertisement attribute information corresponding to the
30 predetermined advertisement contents, and storing the received
advertisement contents and the advertisement attribute
information sequentially in received order;

outputting and specifying one advertisement content included
in the stored advertisement contents, when using an
35 advertisement; and

outputting the advertisement content specified by said
outputting step.

Claim 12 (Currently Amended). ~~The method according to claim~~
~~11, further comprising the steps of~~ A method for receiving

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

- advertising contents sent from an advertisement provider using an advertisement provider terminal through a communications network,
- 5 and sending the received advertisement contents to at least one advertisement user from an advertisement server, said method comprising the steps of:
- storing the advertisement contents sent from the advertisement provider using the advertisement provider terminal
- 10 and advertisement attribute information in association with each other;
- storing advertisement user information sent from the at least one advertisement user using the sent advertisement contents;
- 15 retrieving advertisement attribute information conforming to the stored advertisement user information, and extracting advertisement contents corresponding to the retrieved advertisement attribute information;
- sending the extracted advertisement contents to the at least
- 20 one advertisement user;
- receiving predetermined advertisement contents sent from said advertisement server to the at least one advertisement user and advertisement attribute information corresponding to the predetermined advertisement contents, and storing the received

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

- 25 advertisement contents and the advertisement attribute
information sequentially in received order;
outputting and specifying one of the advertisement contents
included in the stored advertisement contents, when using an
advertisement;
- 30 outputting the advertisement contents specified by said
outputting step;
updating and retaining, every time the advertisement content
is output by said outputting step, advertisement-usage-context
management information corresponding to the advertisement
35 content;
sending the advertisement-usage-context management
information retained by said updating and retaining step to said
advertisement server at predetermined intervals;
obtaining a number of output advertisement contents included
40 in the advertisement-usage-context management information sent to
said advertisement server from said at least one advertisement
user in said sending step;
determining whether the obtained number of output
advertisement contents exceeds a maximum number of to-be-provided
45 advertisement included in the stored advertisement attribute
information; and

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

when it is determined that the obtained number of output advertisement contents has exceeded the maximum number of to-be-provided advertisements, removing the advertisement content
50 from target advertisement contents to be extracted by said extracting step.

Claim 13 (Currently Amended). The method according to claim 12, further comprising the steps of:

calculating an amount of money which is ~~changed~~ charged for advertisement charges toward the advertisement provider, based on
5 the obtained number of output advertisement contents which is obtained by said calculating step; and

issuing a bill representing the amount of money which is calculated by said calculating step, to said advertisement provider.

Claim 14 (Original). The method according to claim 12, further comprising the steps of:

calculating a payment amount to be paid to the advertisement user, based on the obtained number of output advertisement
5 contents obtained by said obtaining step; and

issuing a payment statement representing the payment amount to be paid which is calculated by said calculating step.

Appl. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

Claim 15 (Currently Amended). A computer readable recording medium which records a program for controlling a computer function as:

- a receiver which receives from the advertisement provider
5 terminals through the communication network advertisement
contents and associated advertisement provider information which
is specified by content providers, the advertisement provider
information including advertisement providing conditions for
controlling provision of the associated advertisement contents;
10 an advertisement information storage unit which stores
advertisement contents and associated advertisement provider
information received by the receiver from at least one
advertisement provider in association with advertisement provider
information for controlling of providing an advertisement;
15 an advertisement usage information storage unit which stores
identification data designating the advertisement user terminal
and associated advertisement usage information specified by
advertisement users, the advertisement usage information
including an advertisement specification condition representing
20 usage of an the advertisement user users;
an advertisement provider information extraction unit which
extracts advertisement contents corresponding to, from the

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

advertisement information storage unit the advertisement provider
information ~~corresponding to~~ which conforms to the advertisement
25 specification condition included in the advertisement usage
information associated with the identification data;

an advertisement content extracting unit which extracts the
advertisement contents associated with the advertisement provider
information extracted by the advertisement provider information
30 extraction unit from the advertisement information storage unit;
and

a sending unit which sends the advertisement contents
extracted by said advertisement content extraction unit to the
advertisement user terminal designated by the associated
35 identification data.

Claim 16 (New). A computer readable recording medium which
records a program for controlling a computer function as:

an advertisement information storage unit which stores
advertisement contents received from the at least one
5 advertisement provider in association with advertisement provider
information for controlling provision of an advertisement and
corresponding to the received advertisement contents;

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

an advertisement-user information storage unit which stores
advertisement usage information for specifying a desired
10 advertisement of the at least one advertisement user;
an advertisement extraction unit which extracts
advertisement contents corresponding to advertisement provider
information in association with the stored advertisement usage
information; and
15 a transmission unit which transmits the advertisement
contents extracted by said advertisement extraction unit to the
at least one advertisement user having requested the
advertisement contents,
wherein the advertisement provider information includes an
20 advertisement providing condition which is to be specified by the
at least one advertisement provider for predetermined
advertisement contents;
the advertisement-user information includes an
advertisement-specification condition which is to be specified by
25 the at least one advertisement user;
the advertisement extraction unit searches an advertisement
providing condition conforming to the input advertisement-
specification condition, and retrieves advertisement contents
corresponding to the advertisement provider information including
30 the searched advertisement providing condition;

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

said advertisement extraction unit includes an advertisement selection unit which selects, when more than a predetermined number of items of advertisement provider information including the searched advertisement providing condition are retrieved, a
35 predetermined number of items of advertisement provider information included in the retrieved items of advertisement provider information; and

said advertisement selection unit generates, when more than a predetermined number of items of the advertisement provider
40 information are retrieved, a predetermined number of random numbers which corresponds to the number of the retrieved items of advertisement provider information, and selects a predetermined number of items of advertisement provider information corresponding to the generated random numbers.

Claim 17 (New). A computer readable recording medium which records a program for controlling a computer function as:

an advertisement information storage unit which stores advertisement contents received from the at least one
5 advertisement provider in association with advertisement provider information for controlling provision of an advertisement and corresponding to the received advertisement contents;

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

an advertisement-user information storage unit which stores
10 advertisement usage information for specifying a desired
advertisement of the at least one advertisement user;

an advertisement extraction unit which extracts
advertisement contents corresponding to advertisement provider
information in association with the stored advertisement usage
15 information; and

a transmission unit which transmits the advertisement
contents extracted by said advertisement extraction unit to the
at least one advertisement user having requested the
advertisement contents,

20 wherein the advertisement provider information includes an
advertisement providing condition which is to be specified by the
at least one advertisement provider for predetermined
advertisement contents;

the advertisement-user information includes an
25 advertisement-specification condition which is to be specified by
the at least one advertisement user;

the advertisement extraction unit searches an advertisement
providing condition conforming to the input advertisement-
specification condition, and retrieves advertisement contents
30 corresponding to the advertisement provider information including
the searched advertisement providing condition; and

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

said advertisement extraction unit includes a changing unit,
which changes an item parameter included in the advertisement
specification condition when a number of items of advertisement
35 provider information including the advertisement providing
condition does not reach a predetermined number, so as to search
the advertisement providing condition conforming to the changed
item parameter included in the advertisement specification
condition.

Claim 18 (New). A program data signal embodied in a
carrierwave for controlling a computer function as:

a receiver which receives, from the advertisement
provide-terminals through the communication network,
5 advertisement contents and associated advertisement-provider
information which is specified by content providers, the
advertisement provider information including advertisement
providing conditions for controlling provision of the associated
advertisement contents;
10 an advertisement information storage unit which stores
advertisement contents and associated advertisement-provider
information received by the receiver;
an advertisement-user information storage unit which stores
identification data designating the advertisement user-terminal

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

15 and associated advertisement usage information specified by
advertisement users, the advertisement usage information
including an advertisement-specification condition of the
advertisement users;

20 an advertisement provider information extraction unit which
extracts, from the advertisement information storage unit, the
advertisement provider information which conforms to the
advertisement-specification condition included in the
advertisement usage information associated with the
identification data;

25 an advertisement contents extracting unit which extracts the
advertisement contents associated with the advertisement provider
information extracted by the advertisement provider information
extraction unit, from the advertisement information storage unit;
and

30 a sending unit which sends the advertisement contents
extracted by said advertisement contents extraction unit to the
advertisement user-terminal designated by the associated
identification data.

Claim 19 (New). A program data signal embodied in a
carrierwave for controlling a computer function as:

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

an advertising information storage unit which stores
advertisement contents received from the at least one
5 advertisement provider in association with advertisement provider
information for controlling provision of an advertisement and
corresponding to the received advertisement contents;

an advertisement-user information storage unit which stores
advertisement usage information for specifying a desired
10 advertisement of the at least one advertisement user;

an advertisement extraction unit which extracts
advertisement contents corresponding to advertisement provider
information in association with the stored advertisement usage
information; and

15 a transmission unit which transmits the advertisement
contents extracted by said advertisement extraction unit to the
at least one advertisement user having requested the
advertisement contents,

wherein the advertisement provider information includes an
20 advertisement providing condition which is to be specified by the
at least one advertisement provider for predetermined
advertisement contents;

the advertisement-user information includes an
advertisement-specification condition which is to be specified by
25 the at least one advertisement user;

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

the advertisement extraction unit searches an advertisement providing condition conforming to the input advertisement-specification condition, and retrieves advertisement contents corresponding to the advertisement provider information including the searched advertisement providing condition;

said advertisement extraction unit includes an advertisement selection unit which selects, when more than a predetermined number of items of advertisement provider information including the searched advertisement providing condition are retrieved, a predetermined number of items of advertisement provider information included in the retrieved items of advertisement provider information; and

said advertisement selection unit generates, when more than a predetermined number of items of the advertisement provider information are retrieved, a predetermined number of random numbers which corresponds to the number of the retrieved items of advertisement provider information, and selects a predetermined number of items of advertisement provider information corresponding to the generated random numbers.

Claim 20 (New). A program data signal embodied in a carrierwave for controlling a computer function as:

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

an advertisement information storage unit which stores
advertisement contents received from the at least one
5 advertisement provider in association with advertisement
provider information for controlling provision of an
advertisement and corresponding to the received advertisement
contents;

an advertisement-user information storage unit which stores
10 advertisement usage information for specifying a desired
advertisement of the at least one advertisement user;

an advertisement extraction unit which extracts
advertisement contents corresponding to advertisement provider
information in association with the stored advertisement usage
15 information; and

a transmission unit which transmits the advertisement
contents extracted by said advertisement extraction unit to the
at least one advertisement user having requested the
advertisement contents,

20 wherein the advertisement provider information includes an
advertisement providing condition which is to be specified by the
at least one advertisement provider for predetermined
advertisement contents;

Appln. No. 09/611,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

the advertisement-user information includes an
25 advertisement-specification condition which is to be specified by
the at least one advertisement user;

the advertisement extraction unit searches an advertisement
providing condition conforming to the input
advertisement-specification condition, and retrieves
30 advertisement contents corresponding to the advertisement
provider information including the searched advertisement
providing condition; and

said advertisement extraction unit includes a changing unit,
which changes an item parameter included in the advertisement
35 specification condition when a number of items of advertisement
provider information including the advertisement providing
condition does not reach a predetermined number, so as to search
the advertisement providing condition conforming to the changed
item parameter included in the advertisement specification
40 condition.

Claim 21 (New). A method of issuing a receipt on which
advertisement content is printed, the method comprising:
receiving advertisement content from an advertisement
server, and storing the received advertisement content;

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

- 5 registering sales data for business transactions with a
customer;
specifying at least one advertisement content in the stored
received advertisement content;
issuing a receipt on which the sales data registered and
10 advertisement content specified are printed;
updating and retaining advertisement usage amount data
representing an amount of print of the respective advertisement
content every time the advertisement content is printed; and
sending the retained advertisement usage amount retained to
15 said advertisement server.